

# American University of Bahrain

## Policies and Procedures

Policy Title	Naming Buildings, Spaces, and Assets Policy	Policy Number	127
Section	Governance, Organization, General Information	Approval Date	30 May 2024
Subsection	General Policies (Campus wide)	Authorizing Entity	BoD
Responsible Office	External Affairs & Marketing	Effective Date	1 June 2024
Distributed To	President's Office, External Affairs & Marketing, Facilities, COO Office, Finance.	Next Review Date	3 years after the effective date

### 1.0 PURPOSE

1.1 This Policy was created to define the process, rights, and responsibilities, pertaining to the naming of buildings, spaces, or assets, at the American University of Bahrain (AUBH).

### 2.0 DEFINITIONS

2.1."Facility" means every building, addition to a building, space in a building, outdoor space (such as garden, bench, fountain, or tree), and other tangible and relatively permanent features located on university property.

2.2 "Unit" means every college, department, division, and other organizational entity of the University.

### 3.0 POLICY

# American University of Bahrain

## Policies and Procedures

- 3.1 The act of naming a facility or unit shall be that of the Board of Governors, acting after receiving the recommendation of the University's President. Investors will be informed that the final approval for all University facilities and units rests with the Board of Governors.
- 3.2 President's Responsibility: Subject to the responsibilities of the Board of Governors, the President shall have responsibility and authority with respect to and is an essential participant in all naming actions.
- 3.2.1 No facility or unit may be named without the early knowledge and prior approval of the President. The President shall endeavor to determine that the proposed action is consistent with the interests of the University and assure that the amount of the contribution warrants the action proposed, and to maintain equity in the relationship of donations for similar naming actions.
- 3.2.2 For academic units, the President shall also seek and receive the advice of representative members of the faculty, staff, and students of the unit that is directly affected by the proposed naming action before acting on the proposal.
- 3.2.3 The President may recommend exceptions to any of the following naming policies, subject to approval of the Board of Governors and after consultation with university leadership when appropriate.
- 3.3 The act of naming a University facility or unit for a person, a family, or an organization is the conferral by the University of a high and conspicuous honor, bestowed upon those who have made a substantial and sustained contribution to the University or have brought special distinction to the University, to the Kingdom, or to society at large by services rendered. The act of naming a facility or unit is to be taken discreetly, advisedly, soberly, and with concern for how that action will be viewed in the retrospect of decades. In recommending the conferral of a naming honor on individuals or organizations, the President shall evaluate the whole legacy of those individuals or organizations on the basis of standards relevant to the honoree's own time. In the case of historical persons or entities, it is constructive also to view the proposed naming by contemporary standards to ensure that the naming is appropriate.
- 3.4 University facilities or units of the university may be named for individuals or organizations in consideration of financial contributions made to the university.
- 3.5 Naming opportunities may include (1) **new** facilities that are to be constructed or acquired, (2) **existing** facilities that are undergoing major or minor renovations, or (3) **existing** facilities that are not undergoing renovations.
- 3.6 A facility or unit may be named for a university faculty member, staff member, administrator, alumnus or trustee, or for a public servant or elected official, who is being honored solely for services rendered to the university, Kingdom, or society-at-large. Great care must be exercised in bestowing this honor because of the large number of facilities and units that require the private financial support that ordinarily generates a naming honor. Moreover, the consideration for a naming solely for service shall not be undertaken until that person (1) shall have been deceased for not less than one year or (2) shall have been retired, resigned, or otherwise separated from service

# American University of Bahrain

## Policies and Procedures

of or to the university for not less than one year. If, however, a proposed naming under the provisions of this paragraph is in response to a financial contribution, the requirement of a delay shall not apply.

3.7 Corporate or other organization names may be used to name any University facility. As with individuals honored with facility namings at the University, corporations or organizations proposed for facility namings should be Sharia compliant, have a positive image, and demonstrated integrity.

- a. In the instance of corporate or organizational namings of facilities, additional due diligence should be taken to avoid any appearance of commercial influence or conflict of interest.
- b. Signage reflecting a corporate or organizational naming of a facility must conform to all university signage guidelines and with approval can include the organization logo or other components of branding within the unit only. External signage or naming must comport to university style guidelines and approved fonts.

3.8. A gift for naming a unit on a *temporary* basis will typically be for five years with a right of first refusal to maintain the name under the same conditions for subsequent five-year periods. Payments will typically be paid in a block installment, but equal yearly installments are also allowed. The amount of the gift will be determined by the size, visibility, and importance of the unit with three categories of packages: Platinum, Gold, Silver, Bronze.

- a. Platinum: 250,000 BD over 5 years: Academic Units (i.e., College of Engineering, College of Business, etc.)
- b. Gold: 150,000 BD over five years: High profile spaces (i.e., Library, Auditorium).
- c. Silver: 100,000 BD over five years: Other assets (Student Commons, fields, plazas, etc.)
- d. Bronze: 50,000 BD over five years: classrooms, studios, labs

3.9 A gift for naming a facility in *perpetuity* ordinarily should equal:

- a. At least 50% of the total project cost for constructing or acquiring the new facility; or
- b. At least 50% of the total project cost for renovating an existing facility; or
- c. At least 50% of the portion of the total project cost that is to be raised from the private sector to fund a portion of the project cost for a new or renovated existing facility; or
- d. At least 50% of the replacement cost of an existing facility not undergoing renovation. Typically, but not always, 50% of a gift to name an existing facility not undergoing renovation will be in the form of endowment, preferably unrestricted endowment, to the University unit.

3.10 A gift for naming a unit in perpetuity ordinarily should:

- a. Equal at least three-fourths endowment for the benefit of that unit, preferably with a portion of that amount in the form of unrestricted endowment, and
- b. Be determined by the size, operating budget, regional ranking, and visibility of the unit, as well as naming amounts of peer units in the discipline or on the university campus when available, and

# American University of Bahrain

## Policies and Procedures

- c. Be substantial and significant, even transformative in nature, enabling the unit to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an existing unit.
- 3.11 Financial contributions resulting in the naming of a unit may be made to an affiliated foundation, but these contributions - excluding expendable contributions, shall be invested in and managed by the American University of Bahrain.
- 3.12 When a facility or unit is to be named in consideration of a financial contribution, the gift shall have been received by the university, or its future receipt shall be assured through the appropriate signed gift agreement, before a naming action shall be taken, as follows:
- a. Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of facilities and units when at least 20% of the pledged amount has been received and a signed pledge payment agreement for the remainder is also in hand. If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current Bahraini Dinars (BHD) are available to cover project costs.
  - b. Irrevocable planned gifts may generate current naming of facilities and units if current cash flow considerations are not an issue for the requesting facility or unit. Irrevocable planned gifts will be credited at their present value and particular emphasis will be given to the predictability of the long-term value of the irrevocable deferred gift.
  - c. Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under the right circumstances. Each combination request must be explained fully to the Committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to the cash flow requirements of the requesting facility or unit, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.
- 3.13 The duration of a benefactor's or honoree's name on any facility or unit ordinarily continues for a hundred years. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named facility or unit, the university may deem that the naming period has concluded.
- 3.14 The appropriate university representative will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.
- 3.15 The university may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.
- 3.16 In the event of a corporate or organization naming of a facility, if the corporate or organization name changes, the university may deem that the naming period has concluded.

# American University of Bahrain

## Policies and Procedures

- 3.17 Renaming. When the benefactor's or honoree's naming period has concluded, the facility or unit may be renamed, with the original name removed, in recognition of new gifts.
- 3.18 Joint or Hyphenated Naming. In exceptional circumstances, additional names may be added to a facility or unit in recognition of an additional gift even if the prior benefactor's or honoree's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or unit.
- 3.19 Term Naming. In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a pre-determined fixed term. At the end of the term, the name of the facility or unit shall expire but may be renewed with the same or a new name. The gift agreement should clearly specify the period of time for which the facility or unit will be named.
- 3.22 Benefactor or Honoree Name Changes. If a benefactor or honoree requests a change to the name of a facility or unit (e.g., due to corporate merger), the University will consider the request. If approved, all replacement signage and other related costs shall be at the donor's or honoree's expense.
- 3.23 Revocation of naming approval or conferral. In certain circumstances, the University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.
- 3.24 If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's standards, or otherwise be contrary to the best interests of the University, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgments.
- 3.25 If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked.
- 3.26 If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

### 4.0 PROCEDURES

- 4.1 Proposed contribution levels for naming facilities and units, as well as information about potential benefactors or honorees, must be routed through the President on Naming University Facilities and

# American University of Bahrain

## Policies and Procedures

Units before naming opportunities and/or gift levels have been discussed with prospective benefactors or honorees.

- 4.2 After a naming has received final approval from the Board of Governors, president's office will contact the Director of Facilities to initiate the naming process.
- 4.3 Depending upon the nature and scope of the naming of a facility or unit, a broader communications plan may need to be initiated by the AUBH Marketing Team to ensure that the AUBH Community and external parties, are aware of the new or changed name. If the message is to be communicated broadly externally, the Marketing Team, will directly liaise with the benefactor to ensure the message is aligned and approved by all parties.
- 4.4 Exterior and/or interior signs for a naming must follow the university's official brand and architecture guidelines for signage. If a naming is part of new construction or a major renovation, the designated contact in Facilities Planning and Construction will obtain signs. Otherwise, Facilities Services will produce and install regulation signs.

### 5.0 RELATED DOCUMENTS and REFERENCES

POLICY HISTORY			
Date of Last Action	Action Taken/Changes	Authorizing Entity	Effective Date
30 May 2024	The policy was approved	BoD	